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# The Art Of Executive Appearance: 5 Simple Ways To Impress On Camera And Inspire A Global Television Audience



## Synopsis

The greatest value in listening to *The Art of Executive Appearance* is in how much business it can generate for you. Your appearance on camera can raise or lower your company's stock. It can help you form partnerships. An executive who exudes confidence and authority creates a much stronger and more profitable brand. In dealing with communications skills and public speaking, people don't always pay sufficient attention to their appearance. For the most part, books on giving interviews or talks - even TED talks - discuss going from a small idea to a passionate theme, refining it in writing, practicing it, and then confronting the audience with the best bravura you can muster. While this is essential, it is only half the story. Here is how the book starts: "When the thick, soundproofed doors of the television studio are swung open for you, and as you step toward the set, the chilled air and the sweltering lights stop you in your tracks. Your breathing gets heavier, and the celebrated butterflies begin twirling in your gut. That's when crazy thoughts start spinning in your head: What will they think of me? Is my sweat already showing?" Five benchmark guidelines highlight the role that your appearance plays - if, that is, you don't want your message to get lost. This book's unique granular approach doesn't leave much to chance. It provides a powerful, yet easy, step-by-step guide for leading executives and aspiring professionals who want to appear on camera.

## Book Information

Audible Audio Edition

Listening Length: 1 hour and 16 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Kemah Bay Marketing, LLC

Audible.com Release Date: January 21, 2016

Language: English

ASIN: B01AVFD79O

Best Sellers Rank: #432 in Books > Business & Money > Marketing & Sales > Public Relations

#464 in Books > Reference > Etiquette > Etiquette Guides & Advice #540 in Books > Audible

Audiobooks > Nonfiction > Reference

## Customer Reviews

•The Art of Executive Appearance• by Yousef Gamal El-Din is a skillfully crafted book that is a wealth of information about ways to look great, gain confidence and inspire a global television audience. When I started to read this book I realized that the author is extremely

well-informed on the subject of clothes, appearance, body language, confidence, etc. This is the perfect book for anyone who is looking to put their best foot forward and to take on the world looking the most confident they can be. With the turn of each page I learned more and more skills that I will be putting into practice in my day-to-day life to help boost my appearance and to be more self-assured. Everybody can profit from the information in this book! I really think this book should be a required reading for anyone in the work place because everyone needs to learn how to look more professional by educating himself on the best colors of clothing, how to apply makeup, how to look confident through body language, how to exercise the power of smiling, and so much more.

•The Art of Executive Appearance• is a book that is hard to put down after you begin reading it which is a sign of a well-written book. I just wanted to keep reading because there is so much amazing information that I found myself taking notes because of the vast amount of knowledge that is contained between the pages of this powerful book. I highly recommend •The Art of Executive Appearance• and I look forward to reading more books in the future by this very talented author.

I have been in public speaking and around speech-makers for the better part of 20 years, and I have always wanted someone to fill in the rest of the picture for me. What attire to wear in front of an audience, colors, makeup, jewelry, lighting, and a hundred other details like that, down to how best to handle perspiration. Gamal El-Din has now solved the riddle with in a powerhouse rendition of the must-know nitty gritty that people facing audiences have been missing out on. His Art of Executive Appearance takes us right into the weeds in a micro-granular pursuit of perfection when it comes to looking and feeling at our best when confronting audiences. Thank you!Mike Takieddine

-inspirational author and consultant

The book is written by a seasoned anchor- a person who has been there and done that! The book is pleasant to read with numerous tips of how to advance a person's career in public speaking and in the TV news world. The main attraction of the book in my opinion is having all the ingredients for a successful news presenter included in one book, where invaluable recommendations supported by extensive experience in the field are easily explained. The book serves people aiming at attaining captured audience and those who strive to make an impact by effectively getting their messages across different constituencies. In this respect, the book is broad in its appeal and can also benefit other professionals in academia, politics, diplomatic circles and organizations, business administrations, managements and hospitality enterprises, and most important, for those in

leadership positions.

Even though I don't have a career in live television, I am in the field of education and this book was an excellent reminder of how important it is to present yourself to various audiences. This book was very helpful in thinking about my classroom as well as interviewing for jobs. Yousef uses humor and helpful hints to make the book interesting, easy and fun to read!

As an undergraduate student getting ready to attend interviews for law schools then for employment shortly after, this book is exactly what I needed. Presentation is everything, people subconsciously judge and book by its cover, and the information and guidelines in this book insure that I will be judged professionally. This book is a key for every age group regardless if its a student seeking an internship or a graduate seeking employment. I would definitely recommend this book for anyone who is trying to boost up their professional appearance!

A year ago I appeared in one of the local TV channels for the first time. It was very important for the public relations of my business. of course I gave 100% of my attention to my appearance and tried to look my best. I even remembered having a discussion with my employees on how to dress professionally in front of the camera and it has been an ongoing topic in our office since everyone has his own piece of advice. One even commented that "someone should write a guide for this". I wish I had this book a year ago. This book is a practical guide for those who need to appear on TV. It covers all issues of your appearance and how to seize the audience's attention to convey your message. I highly recommend it!

The art of executive appearance This book lays a great foundation to help put a person at ease when appearing on camera. I have some public speaking anxiety, but after following the advice of this short book I am much more confident in my appearance and thus more confident in myself. This book brings up some very important ideas I have not thought about before. There truly is much more to your appearance than you would think. A great read for sure.

As a Project Manager, I am always required to attend executive and client meetings. I was looking for some guide on how to dress formally on events like this. I am happy that finally, a helpful book on how to look great has been published. This provided me with an ample of useful tips on how to be confident with the way I look in front of other executives and my clients and how to feel as

executive as I can be.

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